# Facsimile Cover Sheet

**To:** Don Fitzgerald
**Company:**
**Phone:**
**Fax:**

**From:** Lori O'Connor
**Company:** R.J. REYNOLDS
**Phone:** (908) 225-4774
**Fax:** (908) 417-9076

**Date:**
**Pages including this cover page:**

**Comments:** Don per our discussion.

51850 7446

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7447

Updated Through Last Input : 6/6/95

Ship-to Account Name: JETRO CASH & CARRY - BROOKLYN Hamilton

Ship-to Account Number: 406920

Plan Participation: (Check AorB) Plan A X Plan B

**Customer SOM Determination:**

RJR Beginning Period Base SOM: 10.2%

RJR Ending Program Period SOM: 7.6%

Result: (+/-) -2.6%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 6,846 | 0.04 | $273.84 |
| Savings | 644 | 0.03 | $19.32 |
| | | Total Payment | $293.16 |

Participant Signature — Title: Buyer — Date: 6/20/95

R. J. Reynolds Tobacco Company — Title: SAM — Date: 6/20/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

Next account displayed. Hit PF4 after changes to update.
BISD34N1 FOCUS 2 Program Maintenance 06-15-95
08:23

Account: 4069200 JETRO CASH & CARRY ENTERPRISES, INC.
BROOKLYN NY 11232

Division: 1225
Parent: 3137600
Paying: 3137600
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 10.2_ (%) Last Change: 06-15-95 By: 1229
RJR Program Period SOM: 7.6__ (%)
Payment Approval:(Y/N) Y
Net Change: -2.6 (%)

| | | Payment/Carton @ 1 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 6846____ | $ 0.04 | $ 273.84 |
| RJR Savings Cartons Sold: | 644_____ | $ 0.03 | $ 19.32 |
| | 7490 | TOTALS: | $ 293.16 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

51850 7448

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Updated Through Last Input : 6/6/95

Ship-to Account Name: SOUTH BEACH NOVELTIES

Ship-to Account Number: 6022880

Plan Participation: (Check AorB) Plan A [redacted] Plan B [redacted]

**Customer SOM Determination:**

RJR Beginning Period Base SOM: 12.0%

RJR Ending Program Period SOM: 11.4%

Result: (+/-) -0.6%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 31,416 | 0.04 | $1,256.64 |
| Savings | 7,347 | 0.03 | $220.41 |
| | | Total Payment | $1,477.05 |

Participant Signature

Title

Date 6/12/95

R.J. Reynolds Tobacco Company

Title S.A.M.

Date 6/12/95

51850 7449

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

51850 7450

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Updated Through Last Input : 5/30/95

Ship-to Account Name: BORO PARK TOBACCO

Ship-to Account Number: 657480

Plan Participation: (Check Aor B) Plan A _____ Plan B X

**Customer SOM Determination:**

RJR Beginning Period Base SOM: 15.7%

RJR Ending Program Period SOM: 15.4%

Result: (+/-) -0.3%

RJR Sales Less Than 105% of Purchases: Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 60,590 | | |
| Savings | 10,291 | | |
| | | Total Payment | |

Participant Signature _____ Title Pres Date 6/12/95

R. J. Reynolds Tobacco Company _____ Title SAM. Date 6/16/95

R. J. R. MANH. 10:53 06/13/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

51850 7451

# Form # 1

(Report in Cartons)

Plan B Customer
Program Payment Calculations

Updated Through Last Input: 5/30/95

Ship-to Account Name: BORO PARK TOBACCO

Ship-to Acct #: 857880

| | October 28th 1994 Inventory | November Purchases | December Purchases | January Purchases | Febuary Purchases | March Purchases | April Purchases | April 28th 1995 Inventory | Sales |
|---|---|---|---|---|---|---|---|---|---|
| * | 8,544 | 12,240 | 7,680 | 9,420 | 11,948 | 7,980 | 7,080 | 4,384 | 80,500 |
| * | | 1,620 | 1,980 | 1,680 | 4,020 | 1,860 | 1,260 | 2,129 | 10,291 |
| Total RJR | 8,544 | 13,860 | 9,660 | 11,100 | 15,960 | 9,840 | 8,340 | 6,513 | 78,791 |
| PM | 14,652 | 35,910 | 45,570 | 32,625 | 32,424 | 45,840 | 29,550 | 11,160 | 225,411 |
| B&W | 9,339 | 10,120 | 11,118 | 7,510 | 6,150 | 10,980 | 8,370 | 5,504 | 58,085 |
| LOR | 9,895 | 12,660 | 14,070 | 12,180 | 13,854 | 15,390 | 11,910 | 4,380 | 85,589 |
| ATC | 3,316 | | | | | | | | 3,316 |
| LIG | 1,058 | 2,100 | 1,950 | 1,380 | 1,770 | 2,130 | 1,590 | 1,550 | 16,428 |
| OTHER | 393 | 675 | 833 | 1,500 | 885 | 970 | 480 | | 5,736 |
| Grand Total | 47,197 | 75,325 | 83,193 | 86,295 | 71,043 | 85,160 | 60,240 | 29,087 | 459,366 |

* Data may be obtained via S.I.S.

Base SOM RJR: 15.7%

Ending SOM RJR: 15.4%

+ or - SOM: -0.3%

Total RJR Sales: 78,791

Grand Total Sales: 459,366

RJR Ending SOM: 15.4%

RJR Representative: [signature] Date: 6/12/95

Ship-to account Representative: [signature] Date: 6/12/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

003
R. J. R. MANH.
10:51
06/13/95

51850 7452

# Form # 1

(Report in Cartons)

Plan B Customer
Program Payment Calculations

Updated Through Last Input : 5/30/95

Ship-to Account Name: RICHMOND WHOLESALE

Ship-to Acct #: 5407100

| | October 28th 1994 Inventory (Beginning) | November Purchases | December Purchases | January Purchases | February Purchases | March Purchases | April Purchases | April 28th 1995 Inventory (Ending) | Sales |
|---|---|---|---|---|---|---|---|---|---|
| PP | 3,525 * | 5,280 * | 4,500 * | 4,960 * | 6,800 * | 4,620 * | 3,600 | 2,199 | 30,306 |
| SV | 1,301 * | 680 * | 480 * | 660 * | 1,800 * | 720 * | 720 | 740 | 5,601 |
| Total RJR | 4,826 | 5,960 | 4,980 | 5,640 | 8,400 | 4,740 | 4,320 | 2,939 | 35,907 |
| PM | 9,804 | 27,516 | 32,280 | 28,335 | 26,955 | 30,655 | 24,795 | 5,119 | 175,225 |
| B&W | 2,277 | 7,130 | 5,560 | 4,850 | 6,245 | 5,015 | 4,450 | 2,749 | 32,787 |
| LOR | 3,243 | 8,220 | 9,210 | 8,127 | 7,920 | 7,539 | 8,025 | 1,795 | 50,489 |
| ATC | 1,517 | | | | | | | | 1,517 |
| LIG | 639 | 600 | 780 | 420 | 510 | 540 | 570 | 500 | 3,559 |
| OTHER | 113 | 80 | 70 | 50 | 95 | 10 | 96 | 124 | 384 |
| Grand Total | 22,419 | 49,480 | 52,880 | 47,422 | 50,125 | 48,509 | 42,258 | 13,226 | 299,868 |

* Data may be obtained via S.I.S.

Base SOM RJR: 12.2%

Ending SOM RJR: 11.9%

+ or - SOM: -0.3%

Total RJR Sales: 35,907

Grand Total Sales: 299,868

RJR Ending SOM: 11.9%

RJR Representative: _____ Date: 6/9/95

Ship-to account _____ Date: 6/13/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7453

Updated Through Last Input : 5/30/95

Ship-to Account Name: RICHMOND WHOLESALE

Ship-to Account Number: 5487980

Plan Participation: (Check AorB) Plan A _____ Plan B X

**Customer SOM Determination:**

RJR Beginning Period Base SOM: 12.2%

RJR Ending Program Period SOM: 11.9%

Result: (+/-) -0.3%

RJR Sales Less Than 105% of Purchases No (Qualifying sales recalculated at 100% of purchases)

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 30,429 306 | | |
| Savings | 5,292 5601 | | |

(WN)

Total Payment _____

Participant Signature _____ Title President _____ Date 6/13/95

R.J. Reynolds Tobacco Company _____ Title S.A.M. _____ Date 6/9/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

**FOCUS ... PARTNERSHIP = SHARED SUCCESS**

**Program Evaluation Form**

**Program Period: October 31, 1994 through April 28, 1995**

Customer Name: CHRISTOM CORPORATION

Ship-to Account Number: 109310

**Customer SOM Determination**

RJR Beginning Period Base SOM: 13.5 %

RJR Ending Program Period SOM: 16.6 %

Result: (+/-) + (3.1) 3.1 %

**Payment Qualification: (Check)** Yes ✓ No _____

| **RJR Cartons:** | **# Cartons Sold** | | **Rate/Carton** | **Payment** |
|---|---|---|---|---|
| Full Price | 20832 | x | $ .18 | $ 3749.76 |
| Savings | 8526 | x | $ .11 | $ 937.86 |
| | | | Total Payment | $ 4687.62 |

| | | |
|---|---|---|
| Participant Signature | Title | 6/1/95 Date |
| R. J. Reynolds Tobacco Company | D/M Title | 6/1/95 Date |

51850 7454

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

T06 AIM130P4 ACCOUNT INFORMATION MANAGEMENT 06/13/95 15:06
PROD CAMLIB FOCUS PLAN A SOM INQUIRY BY PERIOD Next FN:
POSITION CURSOR HERE AND PRESS PF1 FOR TRAINING

Parent: 109310 CHRISTOM CORPORATI NEWTON, NJ
Ship to Account: 109310 CHRISTOM CORPORATION NEWTON, NJ
SOM November 1994 Thru April 1995 Base Share of Market 13.5

| Company Name | Full/Pr to Date | SOC | Savings to Date | SOC | Company to date | SOM |
|---|---|---|---|---|---|---|
| R.J. REYNOLDS | 20832 | 13.1 | 8526 | 50.0 | 29358 | 16.6 |
| PHILIP MORRIS | 109492 | 68.9 | 3369 | 19.7 | 112861 | 64.1 |
| LORILLARD | 15823 | 9.9 | 255 | 1.4 | 16078 | 9.1 |
| LIGGETT & MYER | 820 | 0.5 | | | 820 | 0.4 |
| B.A.T. | 11791 | 7.4 | 4901 | 28.7 | 16692 | 9.4 |
| OTHER MISC MAN | | | | | | |
| Totals | 158758 | 90.3 | 17051 | 9.6 | 175809 | |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help QUIT RETRN P Acc N Acc Date P Mth N Mth MAIN
Press Enter to Display Required Months Figures

51850 7455

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7456

Updated Through Last Input : 6/6/95

Ship-to Account Name: EISLER & COMPANY

Ship-to Account Number: 1766400

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 14.8%

RJR Ending Program Period SOM: 14.3%

Result: (+/-) -0.5%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 46,144 | 0.04 | $1,845.76 |
| Savings | 7,118 | 0.03 | $213.54 |
| | | Total Payment | $2,059.30 |

Participant Signature | Title | Date 6.15.95

Lanny Wolfe
R. J. Reynolds Tobacco Company

S.A.M.
Title

6/15/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7457

Updated Through Last Input : 6/6/95

Ship-to Account Name: PATERSON TOBACCO

Ship-to Account Number: 4889100

Plan Participation: (Check AorB) Plan A [redacted] Plan B [redacted]

## Customer SOM Determination:

RJR Beginning Period Base SOM: 17.5%

RJR Ending Program Period SOM: 17.6%

Result: (+/-) +0.1%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 99,684 | 0.12 | $11,962.08 |
| Savings | 26,981 | 0.08 | $2,158.48 |
| | | Total Payment | $14,120.56 |

Participant Signature — Title: Pres. — Date: 6-13-95

R. J. Reynolds Tobacco Company — Title: Comm Accts Mgr — Date: 6/16/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7458

Updated Through Last Input : 5/30/95

Ship-to Account Name: MORRIS COUNTY CANDY & TOBACCO

Ship-to Account Number: 7920740

Plan Participation: (Check AorB) Plan A _____ Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 18.0%

RJR Ending Program Period SOM: 15.6%

Result: (+/-) -2.4%

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 21,105 | | |
| Savings | 6,174 | | |
| | | Total Payment | |

x [signature]
Participant Signature

Title

6/6/95
Date

[signature]
R. J. Reynolds Tobacco Company

Sr Am.
Title

6/6/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Form # 1

**(Report in Cartons)**

Plan B Customer
Program Payment Calculations

**Updated Through Last Input :** 5/30/95

51850 7459

Ship-to Account Name: MORRIS COUNTY CANDY & TOBACCO

Ship-to Acct #: 7920740

| | October 28th 1994 Inventory FP-SV (RJR only) | November Purchases | December Purchases | January Purchases | February Purchases | March Purchases | April Purchases | April 28th 1995 Inventory FP-SV (RJR only) | Sales |
|---|---|---|---|---|---|---|---|---|---|
| FP | 1,609 * | 4,020 * | 3,600 * | 4,140 * | 4,440 * | 2,820 * | 2,820 | 2,344 | 21,105 |
| SV | 1,334 * | 1,260 * | 540 * | 720 * | 1,380 * | 540 * | 1,560 | 1,160 | 6,174 |
| Total RJR | 2,943 | 5,280 | 4,140 | 4,860 | 5,820 | 3,360 | 4,380 | 3,504 | 27,279 |
| PM | 3,080 | 20,760 | 19,740 | 17,570 | 14,370 | 17,940 | 17,040 | 3,398 | 107,102 |
| B&W | 1,926 | 2,818 | 2,623 | 2,900 | 2,160 | 2,645 | 2,430 | 2,216 | 15,286 |
| LOR | 844 | 4,575 | 4,320 | 3,575 | 3,000 | 3,990 | 3,870 | 1,129 | 23,045 |
| ATC | 855 | | | | | | | | 855 |
| LIG | 758 | 90 | 240 | 30 | 120 | 60 | 60 | 302 | 1,056 |
| OTHER | | | | | | | | | |
| Grand Total | 10,406 | 33,523 | 31,063 | 28,935 | 25,470 | 27,995 | 27,780 | 10,549 | 174,623 |

* Data may be obtained via S.I.S.

Base SOM RJR: 18.0%

Ending SOM RJR: 15.6%

+ or - SOM: -2.4%

Total RJR Sales: 27,279

Grand Total Sales: 174,623

RJR Ending SOM: 15.6%

RJR Representative: L. T. Wolfe  Date: 6/6/95

Ship-to account Representative: X [signature]  Date: 6/6/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7460

Updated Through Last Input : 6/6/95

Ship-to Account Name: JETRO CASH & CARRY Foster

Ship-to Account Number: 3137600

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 9.2%

RJR Ending Program Period SOM: 10.2%

Result: (+/-) +1.0%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 5,474 | 0.13 | $711.62 |
| Savings | 504 ~~524~~ | 0.08 | ~~$41.92~~ 40.32 |
| | | Total Payment | ~~$753.54~~ 751.94 |

Participant Signature

Buyer
Title

6/20/95
Date

R. J. Reynolds Tobacco Company

SAM
Title

6/20/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

FOCUS information changed. hit Pfkey to continue.

BISD34N1 FOCUS 2 Program Maintenance 06-15-95
08:18

Account: 3137600 JETRO CASH & CARRY ENTERPRISES. INC.
BROOKLYN NY 11236

Division: 1229
Parent: 3137600
Paying: 3137600
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 9.2__ (%) Last Change: 06-15-95 By: 1229
RJR Program Period SOM: 10.2_ (%)
====== Payment Approval:(Y/N) Y
Net Change: 1.0 (%)

| | | Payment/Carton @ 3 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 5474____ | $ 0.13 | $ 711.62 |
| RJR Savings Cartons Sold: | 504_____ | $ 0.08 | $ 40.32 |
| | ======== | | ========== |
| | 5978 | TOTALS: | $ 751.94 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

51850 7461

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7462

Updated Through Last Input : 6/6/95

Ship-to Account Name: JETRO CASH & CARRY B X

Ship-to Account Number: 5115310

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 10.4%

RJR Ending Program Period SOM: 5.0%

Result: (+/-) -5.4%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 4,171 | 0.04 | $166.84 |
| Savings | 378 ~~386~~ | 0.03 | ~~$11.94~~ 11.34 |
| | | Total Payment | ~~$178.78~~ $178.18 |

Participant Signature

Store Mgr
Title

6/20/95
Date

R. J. Reynolds Tobacco Company

SAM
Title

6/20/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

FOCUS information changed. hit Pfkey to continue.

BISD34N1 FOCUS 2 Program Maintenance 06-15-95
08:19

Account: 5115310 JETRO CASH AND CARRY ENTERPRISES, INC
BRONX NY 10455

Division: 1229
Parent: 3137600
Paying: 3137600
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 10.4_ (%) Last Change: 06-15-95 By: 1229
RJR Program Period SOM: 5.0__ (%)
====== Payment Approval:(Y/N) Y
Net Change: -5.4 (%)

| | | Payment/Carton @ 1 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 4171____ | $ 0.04 | $ 166.84 |
| RJR Savings Cartons Sold: | 378_____ | $ 0.03 | $ 11.34 |
| | ======== | | ========== |
| | 4549 | TOTALS: | $ 178.18 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

51850 7463

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7464

Updated Through Last Input : 6/6/95

Ship-to Account Name: QUEENS TOBACCO

Ship-to Account Number: 5221000

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 11.2%

RJR Ending Program Period SOM: 9.5%

Result: (+/-) -1.7%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 43,532 | 0.04 | $1,741.28 |
| Savings | 1922 ~~2,462~~ | 0.03 | ~~$73.86~~ 57.66 |
| | | Total Payment | ~~$1,815.14~~ 1798.94 |

Participant Signature _____ Title _____ Date _____

R. J. Reynolds Tobacco Company _____ Title SAM Date _____

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

FOCUS information changed, hit Pfkey to continue.

BISD34N1 FOCUS 2 Program Maintenance 06-15-95 09:08

Account: 5221000 QUEENS TOBACCO & CDY.CO., INC. Division: 1229
134-12 ATLANTIC AVE. Parent: 5221000
RICHMOND HILL NY 11419 Paying: 5221000
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 11.2_ (%) Last Change: 06-15-95 By: 1229
RJR Program Period SOM: 9.5__ (%)
Payment Approval:(Y/N) Y
Net Change: -1.7 (%)

| | | Payment/Carton @ 1 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 43532____ | $ 0.04 | $ 1,741.28 |
| RJR Savings Cartons Sold: | 1922____ | $ 0.03 | $ 57.66 |
| | 45454 | TOTALS: | $ 1,798.94 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

51850 7465

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7466

Updated Through Last Input : 6/6/95

Ship-to Account Name: TIGER TOBACCO

Ship-to Account Number: 6118150

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 11.2%

RJR Ending Program Period SOM: 12.6%

Result: (+/-) +1.4%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 79,424 | 0.14 | $11,119.36 |
| Savings | 5,379 | 0.09 | $484.11 |
| | | Total Payment | $11,603.47 |

| | | |
|---|---|---|
| Participant Signature | Title: President | Date: 6-13-95 |
| R. J. Reynolds Tobacco Company | Title: SAM | Date: 6/13/95 |

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

FOCUS information changed. hit Pfkey to continue.

BISD34N1 FOCUS 2 Program Maintenance 06-15-95
08:14

Account: 6118150 TIGER TOBACCO AND FOOD DISTRIBUTION. INC.
CORONA NY 11368

Division: 1229
Parent: 6118150
Paying: 6118150
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 11.2_ (%) Last Change: 06-15-95 By: 1229
RJR Program Period SOM: 12.6_ (%)
Payment Approval:(Y/N) Y
Net Change: 1.4 (%)

| | | Payment/Carton @ 4 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 79424___ | $ 0.14 | $ 11,119.36 |
| RJR Savings Cartons Sold: | 5379____ | $ 0.09 | $ 484.11 |
| | 84803 | TOTALS: | $ 11,603.47 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

51850 7467

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7468

Updated Through Last Input : 6/8/95

Ship-to Account Name: BONANZA

Ship-to Account Number: 6174930

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 11.7%

RJR Ending Program Period SOM: 11.7%

Result: (+/-)

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment | |
|---|---|---|---|---|
| Full Price | 469,239 | 0.12 | $56,308.68 | |
| Savings | ~~35,730~~ 34,682 | 0.08 | ~~$2,858.40~~ | 2774.56 |
| Total Payment | | | ~~$59,167.08~~ | 59,083.34 |

Participant Signature | Title | Date

R. J. Reynolds Tobacco Company | Title: SAM | Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

FOCUS information changed. hit Pfkey to continue.

BISD34N1 FOCUS 2 Program Maintenance 06-15-95 08:10

Account: 6174930 BONANZA TRADING CORPORATION
2590 PARK AVENUE
BRONX NY 10451

Division: 1229
Parent: 639400
Paying: 639400
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 11.7_ (%) Last Change: 06-15-95 By: 1229
RJR Program Period SOM: 11.7_ (%)
====== Payment Approval:(Y/N) Y
Net Change: (%)

| | | Payment/Carton @ 2 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 469239__ | $ 0.12 | $ 56,308.68 |
| RJR Savings Cartons Sold: | 34682___ | $ 0.08 | $ 2,774.56 |
| | ======== | | ========== |
| | 503921 | TOTALS: | $ 59.083.24 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

35730

51850 7469

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7470

Updated Through Last Input : 6/6/95

Ship-to Account Name: JETRO CASH & CARRY - JERSEY CITY

Ship-to Account Number: 213769

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 11.7%

RJR Ending Program Period SOM: 10.7%

Result: (+/-) -1.0%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 12,672 | 0.04 | $506.88 |
| Savings | 272 | 0.03 | $8.16 |
| | | Total Payment | $515.04 |

Participant Signature — Title: Buyer — Date: 6/20/95

R. J. Reynolds Tobacco Company — Title: SAM — Date: 6/20/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

Plan results calculated. hit PF4 to save changes.

BI8D34N1 FOCUS 2 Program Maintenance 06-15-95 08:16

Account: 2137690 JETRO CASH & CARRY ENTERPRISES, INC. JERSEY CITY NJ 07304

Division: 1230
Parent: 3137600
Paying: 3137600
Off-listed:

Program Name: FOCUS PLAN A-2
Date Range: 10-29-94 to 04-28-95 changed: 95-03-14

Plan: A (A,B or N = Non-Participant)
RJR Base SOM: 11.7_ (%) Last Change: 05-31-95 By: FOCUS
RJR Program Period SOM: 10.7_ (%)
Payment Approval:(Y/N) Y
Net Change: -1.0 (%)

| | | Payment/Carton @ 1 | Payments |
|---|---|---|---|
| RJR Full Price Cartons Sold: | 12672___ | $ 0.04 | $ 506.88 |
| RJR Savings Cartons Sold: | 272_____ | $ 0.03 | $ 8.16 |
| | 12944 | TOTALS: | $ 515.04 |

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Menu HELP Quit Upd CNTS NEXT NOTES

51850 7471

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7472

Updated Through Last Input : 6/6/95

Ship-to Account Name: PLAINFIELD TOBACCO

Ship-to Account Number: 2172810

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 15.8%

RJR Ending Program Period SOM: 15.4%

Result: (+/-) -0.4%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 180,165 | 0.04 | $7,206.60 |
| Savings | 37,255 | 0.03 | $1,117.65 |
| | | Total Payment | $8,324.25 |

X [signature]
Participant Signature

[signature]
Title

6/15/95
Date

[signature]
R J. Reynolds Tobacco Company

[signature]
Title

6/15/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7473

Updated Through Last Input : 6/6/95

Ship-to Account Name: EDMUND C. KLEINER

Ship-to Account Number: 3391200

Plan Participation: (Check AorB) Plan A X Plan B

**Customer SOM Determination:**

RJR Beginning Period Base SOM: 12.7%

RJR Ending Program Period SOM: 11.7%

Result: (+/-) -1.0%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 9,105 | 0.04 | $364.20 |
| Savings | 875 | 0.03 | $26.25 |
| | | Total Payment | $390.45 |

Edmund M. Kleiner
Participant Signature

President
Title

6/13/95
Date

Floyd E. Cook
R. J. Reynolds Tobacco Company

Div Mgr
Title

6-12-95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7474

Updated Through Last Input : 6/6/95

Ship-to Account Name: CONSOLIDATED-SIMON

Ship-to Account Number: 3473920

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 21.4%

RJR Ending Program Period SOM: 16.3%

Result: (+/-) -5.1%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 114,948 | 0.04 | $4,597.92 |
| Savings | 36,204 | 0.03 | $1,086.12 |
| | | Total Payment | $5,684.04 |

Participant Signature — Title: CHAIRMAN - Date: 6/9/95

R. J. Reynolds Tobacco Company — Title: S. Adm. — Date: 6/9/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7475

Updated Through Last Input : 6/6/95

Ship-to Account Name: LUCE WHOLESALE

Ship-to Account Number: 3798000

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 13.8%

RJR Ending Program Period SOM: 14.4%

Result: (+/-) +0.6%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 43,034 | 0.13 | $5,594.42 |
| Savings | 1,551 | 0.08 | $124.08 |
| | | Total Payment | $5,718.50 |

X _____ Participant Signature

X CEO Title

X 6/13/95 Date

Stephen E. Cook R. J. Reynolds Tobacco Company

Dist Mgr Title

6-12-95 Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7476

Updated Through Last Input : 6/6/95

**Ship-to Account Name:** MIDDLESEX TOBACCO

**Ship-to Account Number:** 4233600

**Plan Participation: (Check AorB)** Plan A [X] Plan B [ ]

## Customer SOM Determination:

| | |
|---|---|
| RJR Beginning Period Base SOM: | 15.4% |
| RJR Ending Program Period SOM: | 15.5% |
| Result: (+/-) | +0.1% |
| RJR Sales Less Than 105% of Purchases | YES |

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 170,250 | 0.12 | $20,430.00 |
| Savings | 41,458 | 0.08 | $3,316.64 |
| | | Total Payment | $23,746.64 |

Participant Signature — Title — 6-15-95 Date

R. J. Reynolds Tobacco Company — Chain Hects Mgr Title — 6/15/95 Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7477

Updated Through Last Input : 6/6/95

Ship-to Account Name: M. BERNSTEIN & SONS

Ship-to Account Number: 5368080

Plan Participation: (Check AorB) Plan A X Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 13.4%

RJR Ending Program Period SOM: 12.5%

Result: (+/-) -0.9%

RJR Sales Less Than 105% of Purchases YES

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 113,412 | 0.04 | $4,536.48 |
| Savings | 10,521 | 0.03 | $315.63 |
| | | Total Payment | $4,852.11 |

Larry Simpson
Participant Signature

Pres.
Title

6/15/95
Date

Larry Wolfe
R. J. Reynolds Tobacco Company

S. A. M
Title

6/15/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7478

Updated Through Last Input : 5/30/95

Ship-to Account Name: FERNANDEZ

Ship-to Account Number: 1933500

Plan Participation: (Check AorB) Plan A _____ Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 14.2%

RJR Ending Program Period SOM: 11.9%

Result: (+/-) -2.3%

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 28,778 | | |
| Savings | 2,012 | | |

Total Payment _____

x [signature] Participant Signature

x President Title

x 6/15/95 Date

[signature] R. J. Reynolds Tobacco Company

Div Mgr Title

6-12-95 Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Form # 1

51850 7479

(Report in Cartons)

Plan B Customer
Program Payment Calculations

Ship-to Account Name: FERNANDEZ

Ship-to Acct #: 1933500

Updated Through Last Input : 5/30/95

| | October 28th 1994 Inventory FP-SV (RJR only) | November Purchases | December Purchases | January Purchases | February Purchases | March Purchases | April Purchases | April 28th 1995 Inventory FP-SV (RJR only) | Sales |
|---|---|---|---|---|---|---|---|---|---|
| FP | 2,388 * | 5,460 * | 4,860 * | 4,620 * | 5,580 * | 5,940 * | 4,860 | 4,930 | 28,778 |
| SV | 1,139 * | 120 * | 120 * | 300 * | -120 * | 300 * | 300 | 147 | 2,012 |
| Total RJR | 3,527 | 5,580 | 4,980 | 4,920 | 5,460 | 6,240 | 5,160 | 5,077 | 30,790 |
| PM | 8,386 | 13,830 | 13,605 | 11,520 | 13,205 | 13,200 | 13,590 | 3,420 | 83,916 |
| B&W | 3,202 | 5,310 | 4,710 | 5,250 | 3,600 | 5,490 | 4,680 | 2,523 | 29,719 |
| LOR | 6,814 | 17,508 | 17,130 | 17,790 | 16,965 | 18,270 | 18,255 | 2,211 | 110,521 |
| ATC | 1,618 | | | | | | | | 1,618 |
| LIG | 293 | 210 | 210 | 150 | | 150 | 210 | 144 | 1,079 |
| OTHER | 20 | | | | 40 | 60 | 320 | 1,000 | -560 |
| Grand Total | 23,860 | 42,438 | 40,635 | 39,630 | 39,270 | 43,410 | 42,215 | 14,375 | 257,083 |

* Data may be obtained via S.I.S.

Base SOM RJR: **14.2%**

Ending SOM RJR: **11.9%**

+ or - SOM: **-2.3%**

Total RJR Sales: 30,790

Grand Total Sales: 257,083

RJR Ending SOM: 11.9%

RJR Representative _____ Date _____

Ship-to account Representative _____ Date _____

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7480

Updated Through Last Input : 6/2/95

Ship-to Account Name: IRVINGTON TOBACCO

Ship-to Account Number: 3055200

Plan Participation: (Check AorB) Plan A [ ] Plan B [X]

## Customer SOM Determination:

RJR Beginning Period Base SOM: 13.3%

RJR Ending Program Period SOM: 12.7%

Result: (+/-) -0.6%

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 53,664 | | |
| Savings | 5,666 | | |
| | | Total Payment | |

mmmm Baum Pissed off
Participant Signature

Title

6/7/95
Date

L.T. Wolfe
R. J. Reynolds Tobacco Company

S.A.M.
Title

6/7/95
Date

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Form # 1

(Report in Cartons)

51850 7481

Plan B Customer
Program Payment Calculations

Updated Through Last Input : 6/2/95

Ship-to Account Name: IRVINGTON TOBACCO

Ship-to Acct #: 3055200

| | October 28th 1994 Inventory FP-SV (RJR only) | November Purchases | December Purchases | January Purchases | February Purchases | March Purchases | April Purchases | April 28th 1995 Inventory FP-SV (RJR only) | Sales |
|---|---|---|---|---|---|---|---|---|---|
| FP | 3,233 * | 8,940 * | 9,480 * | 9,000 * | 9,180 * | 8,700 * | 7,860 | 2,729 | 53,664 |
| SV | 1,225 * | 840 * | 840 * | 840 * | 1,680 * | 720 * | 720 | 1,199 | 5,666 |
| Total RJR | 4,458 | 9,780 | 10,320 | 9,840 | 10,860 | 9,420 | 8,580 | 3,928 | 59,330 |
| PM | 4,650 | 39,585 | 37,620 | 34,860 | 30,675 | 37,710 | 35,910 | 6,258 | 214,752 |
| B&W | 2,310 | 11,070 | 13,095 | 12,570 | 11,100 | 14,145 | 12,600 | 5,100 | 71,790 |
| LOR | 1,890 | 18,480 | 20,760 | 17,670 | 16,590 | 19,020 | 16,320 | 2,067 | 108,663 |
| ATC | 2,130 | | | | | | | | 2,130 |
| LIG | 480 | 660 | 1,710 | 150 | 360 | 360 | 660 | 382 | 3,998 |
| OTHER | 90 | 930 | 200 | 460 | 805 | 525 | 240 | 331 | 2,914 |
| Grand Total | 16,008 | 80,505 | 83,705 | 75,550 | 70,390 | 81,175 | 74,310 | 18,066 | 463,577 |

* Data may be obtained via S.I.S.

Base SOM RJR: 13.3%

Ending SOM RJR: 12.7%

+ or - SOM: -0.6%

Total RJR Sales: 59,330

Grand Total Sales: 463,577

RJR Ending SOM: 12.7%

RJR Representative: L T. Wolfe  Date: 6/7/95

Ship-to account Representative: [illegible] Barn  Date: 6/7/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Updated Through Last Input : 5/30/95

Ship-to Account Name: STAR TOBACCO

Ship-to Account Number: 6136800

Plan Participation: (Check AorB) Plan A _____ Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 12.4%

RJR Ending Program Period SOM: 13.6%

Result: (+/-) +1.2%

RJR Sales Less Than 105% of Purchases No (Qualifying sales recalculated at 105% of purchases)

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 43,659 ~~590~~ (LM) | 0.10 | $4,365.90 |
| Savings | 6,300 | 0.06 | $378.00 |
| Total Payment | | | $4,743.90 ~~57.60~~ (LM) |

Participant Signature _____ Title _____ Date 6-13-95

R. J. Reynolds Tobacco Company _____ Title Dir Mgr Date 6-12-95

51850 7482

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Form # 1

(Report in Cartons)

Plan B Customer
Program Payment Calculations

Ship-to Account Name: STAR TOBACCO

Ship-to Acct #: 6136800

Updated Through Last Input : 5/30/95

| | | October 28th 1994 Inventory FP-SV (RJR only) | | November Purchases | | December Purchases | | January Purchases | | February Purchases | | March Purchases | | April Purchases | April 28th 1995 Inventory FP-SV (RJR only) | Sales |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | FP | 5,621 | * | 6,360 | * | 9,720 | * | 5,160 | * | 6,960 | * | 6,780 | * | 6,600 | 3,518 | 43,683 |
| | SV | 1,942 | * | 720 | * | 1,140 | * | 1,380 | * | 1,080 | * | 840 | * | 840 | 1,550 | 6,392 |
| Total RJR | | 7,563 | | 7,080 | | 10,860 | | 6,540 | | 8,040 | | 7,620 | | 7,440 | 5,068 | 50,075 |
| PM | | 11,182 | | 28,110 | | 33,420 | | 11,400 | | 18,690 | | 26,805 | | 20,490 | 7,967 | 142,130 |
| B&W | | 4,252 | | 8,475 | | 11,080 | | 7,660 | | 6,975 | | 9,345 | | 7,320 | 5,337 | 49,770 |
| LOR | | 7,497 | | 23,910 | | 18,735 | | 17,880 | | 15,600 | | 21,705 | | 17,880 | 4,351 | 118,856 |
| ATC | | 3,609 | | | | | | | | | | | | | | 3,609 |
| LIG | | 652 | | 570 | | 540 | | 420 | | 270 | | 540 | | 60 | 599 | 2,453 |
| OTHER | | | | | | | | 100 | | | | 100 | | 240 | | 440 |
| Grand Total | | 34,755 | | 68,145 | | 74,635 | | 44,000 | | 49,575 | | 66,115 | | 53,430 | 23,322 | 367,333 |

* Data may be obtained via S.I.S.

Base SOM RJR: 12.4%

Ending SOM RJR: 13.6%

+ or - SOM: +1.2%

Total RJR Sales: 50,075

Grand Total Sales: 367,333

RJR Ending SOM: 13.6%

RJR Representative _____ Date _____

Ship-to account Representative _____ 51850 7483 _____ Date _____

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Updated Through Last Input : 5/30/95

Ship-to Account Name: THOMSON-OKUN

Ship-to Account Number: 6411800

Plan Participation: (Check AorB) Plan A _____ Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 15.3%

RJR Ending Program Period SOM: 14.5%

Result: (+/-) -0.8%

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 30,496 | | |
| Savings | 2,963 | | |
| | | Total Payment | -0- |

| | | |
|---|---|---|
| Participant Signature | CO-OWNER<br>Title | 6/8/95<br>Date |
| R. J. Reynolds Tobacco Company | T/P MANAGER<br>Title | 6/8/95<br>Date |

51850 7484

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Form # 1

(Report in Cartons)

Plan B Customer
Program Payment Calculations

Ship-to Account Name: THOMSON-OKUN

Ship-to Acct #: 6411800

Updated Through Last Input : 5/30/95

| | October 28th 1994 Inventory FP-SV (RJR only) | November Purchases | December Purchases | January Purchases | February Purchases | March Purchases | April Purchases | April 28th 1995 Inventory FP-SV (RJR only) | Sales |
|---|---|---|---|---|---|---|---|---|---|
| FP | 2,086 * | 5,580 * | 6,720 * | 3,480 * | 5,760 * | 3,900 * | 5,100 | 2,130 | 30,496 |
| SV | * | 900 * | 420 * | 780 * | 1,020 * | 360 * | 600 | 1,117 | 2,963 |
| Total RJR | 2,086 | 6,480 | 7,140 | 4,260 | 6,780 | 4,260 | 5,700 | 3,247 | 33,459 |
| PM | 5,863 | 21,150 | 20,220 | 15,450 | 16,035 | 16,140 | 16,605 | 4,911 | 106,552 |
| B&W | 2,298 | 5,605 | 8,670 | 3,570 | 6,150 | 4,380 | 5,490 | 3,813 | 32,350 |
| LOR | 3,167 | 9,750 | 11,985 | 5,760 | 8,250 | 9,270 | 8,625 | 2,654 | 54,153 |
| ATC | 1,998 | | | | | | | | 1,998 |
| LIG | 500 | 120 | 450 | 180 | 150 | 300 | 270 | 349 | 1,621 |
| OTHER | | 35 | 50 | | 60 | | 50 | | 195 |
| Grand Total | 15,912 | 43,140 | 48,515 | 29,220 | 37,425 | 34,350 | 36,740 | 14,974 | 230,328 |

* Data may be obtained via S.I.S.

Base SOM RJR: **15.3%**

Ending SOM RJR: **14.5%**

+ or - SOM: **-0.8%**

Total RJR Sales: 33,459

Grand Total Sales: 230,328

RJR Ending SOM: 14.5%

RJR Representative: John F Klan Date: 6/8/95

Ship-to account Representative: Date: 6/8/95

51850 7485

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7486

Updated Through Last Input : 5/30/95

Ship-to Account Name: TWIN COUNTY GROCERS

Ship-to Account Number: 6541800

Plan Participation: (Check AorB) Plan A _____ Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 20.4%

RJR Ending Program Period SOM: 20.2%

Result: (+/-) -0.2%

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 119,461 | | |
| Savings | 20,198 | | |
| | | Total Payment | |

Participant Signature — Title: Category Manager — Date: 6/15/95

R. J. Reynolds Tobacco Company — Title: Chain Accts Mgr. — Date: 6/15/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Form # 1

**(Report in Cartons)**

Plan B Customer
Program Payment Calculations

51850 7487

**Updated Through Last Input :** 5/30/95

Ship-to Account Name: **TWIN COUNTY GROCERS**

Ship-to Acct #: **6541800**

| | | October 28th 1994 Inventory FP-SV (RJR only) | November Purchases | December Purchases | January Purchases | February Purchases | March Purchases | April Purchases | April 28th 1995 Inventory FP-SV (RJR only) | Sales |
|---|---|---|---|---|---|---|---|---|---|---|
| | FP | 5,415 * | 19,920 * | 25,500 * | 17,760 * | 18,900 * | 20,460 * | 26,220 | 14,714 | 119,461 |
| | SV | 447 * | 3,000 * | 3,780 * | 3,480 * | 4,020 * | 3,660 * | 4,920 | 3,109 | 20,198 |
| Total RJR | | 5,862 | 22,920 | 29,280 | 21,240 | 22,920 | 24,120 | 31,140 | 17,823 | 139,659 |
| PM | | 7,334 | 50,970 | 74,820 | 54,000 | 56,919 | 42,360 | 76,050 | 17,351 | 345,102 |
| B&W | | 4,397 | 14,210 | 19,560 | 13,950 | 19,110 | 15,000 | 25,140 | 11,465 | 99,902 |
| LOR | | 2,300 | 14,640 | 20,910 | 13,020 | 17,274 | 12,660 | 23,640 | 10,559 | 93,885 |
| ATC | | | | | | | | | | |
| LIG | | 392 | 1,980 | 2,400 | 1,800 | 2,250 | 1,260 | 3,510 | 1,628 | 11,964 |
| OTHER | | | | | | | | | | |
| Grand Total | | 20,285 | 104,720 | 146,970 | 104,010 | 118,473 | 95,400 | 159,480 | 58,826 | 690,512 |

* Data may be obtained via S.I.S.

Base SOM RJR: **20.4%**

Ending SOM RJR: **20.2%**

+ or - SOM: **-0.2%**

Total RJR Sales: 139,659

Grand Total Sales: 690,512

RJR Ending SOM: 20.2%

RJR Representative: J. V. Jones Date: 6/15/95

Ship-to account Representative: [signature] Date: 6/15/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

51850 7488

Updated Through Last Input : 5/30/95

Ship-to Account Name: GRAND UNION

Ship-to Account Number: 9671960

Plan Participation: (Check AorB) Plan A _____ Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 15.5%

RJR Ending Program Period SOM: 13.9%

Result: (+/-) -1.6%

RJR Sales Less Than 105% of Purchases Yes

| RJR Cartons: | Qualified # Cartons Sold | Rate/Carton | Payment |
|---|---|---|---|
| Full Price | 146,363 | | |
| Savings | 8,467 | | |
| | | Total Payment | |

Participant Signature | Title: Category Mgr | Date: 5/30/95

R. J. Reynolds Tobacco Company | Title: SCAN | Date: 5/30/95

Source: https://www.industrydocuments.ucsf.edu/docs/ksvy0000